

AFMHS Chief Information Officer- Communications Report for 2015

Free promotional opportunities continue to be essential to 'telling our story' in Walden, The City of Greater Sudbury and throughout NE Ontario.

Our KEY Communications PARTNER continues to be Walden-CAN [Since 2007] - sharing our information on our AFMHS Page of their website www.Walden-CAN.com

Thanks to Leslee Salo our new dynamic AFMHS Page on Facebook expanded promotion of our annual events- vital from July 2015-March 2016- when Walden-CAN website was down. Be sure to check out photos, comments etc ...*Like us on Facebook!*

Our Partnership with Stephanie Turpin, Graphic Designer for our Long-Term Sponsors Hia Media [2012-2016] continued to ensure that all our PR Materials were eye-catching & professional-looking. Hia Media also provided FREE use of a Sign-Holder for our new [4'x8'] 'Rock The Farm' Sponsor's Sign & Fall Fair Signs.

Morgan Penney, LU student took amazing Photographs at our annual events.

The Principals of our 5 Schools in Walden continued to support our FREE annual Community Events at AFM- sharing our E-Posters with their students & parents and including notices in their newsletters & on school websites

The Greater Sudbury Public Library continued to share our Posters/Fall Fair Site-MAP Programs etc with all Branches + Lively Branch promoted events in their Display Case

AFMHS became a Bronze Partner of Sudbury Tourism: our notices/posters were shared with their members + website, facebook, twitter and 'Rock The Farm' series & Fall Fair [Photo]were listed again in the 2015 Visitor's Guide-helping us promote events/AFM

As Members of Northern Ontario Agri-Food Education & Marketing Inc. notices & articles were included in Newsletters & on website. We paid for full-page Ads re: Rock the Farm & Fall Fair in 2015 Boreal Harvest- Art & Farm Tours and Farm Guide Directory

Our KEY Long-Term In-Kind Media Sponsor KICX917 continued to help us increase our Target Audience & Target Area -providing \$22,020 In-Kind Promotional Advertising of our 'Rock The Farm' & Fall Fair – as part of their Long-Term Sponsorship [2014-2016]. And on Dec. 12th, KICX917 '**Coats For Kids**' participated in our 9th Annual Christmas Tree-Lighting Celebration.

In Nov. The Sudbury Star became our new Long-Term Media Sponsor-providing space for our Quarterly Column... 'What's Happening at The AFM'...featuring news about AFMHS events, projects; AFM news from Curator + community events happening at AFM

Local Media continued to share our news, prepare feature stories & help us tell our 'story' over & over! CTV News, East Link News, CBC Up North, Le Voyageur, Northern Life & The Sudbury Star

FREE websites/social media helped increase our Target Audience & Target Area: Media websites, GS Museums, Eat Local Sudbury, Music Film & Motion, Coalition For a Livable Sudbury, SAC + our Artists, Vendors & Community Groups etc.

Communication Partnerships were KEY to our growth & expansion in 2015!

Gwen Doyle, CIO AFMHS for April 7, 2016 AGM